

Vision Exercise

Question: Describe your community's vision for a redeveloped Opportunity Area C?

Mixed Use

- Mixed use development****
- Mixed use village
- Balanced mixed use
- House & retail same spot
- Creates a mini urban neighborhood
- Social
- Community
- Local serving offices
- Mix of building heights
- Transitions to neighborhoods
- Residential mixed with retail
- Residential mixed with medical
- Medical office
- Luxury for sale and rental product
- Neighborhood feel/ side walk cafes – shops
- Improved traffic flow

Safety and Accessibility

- Connection to internet
- Handicapped access
- Safe
- Safely cross Leesburg Pike on foot
- Improved property maintenance

Retail

- Lifestyle, community serving retail*****
- Community focused retail and housing center
- Small experiential retail
- More retail
- Ease of shopability
- Cafes and bars
- Plentiful entertainment and retail options
- Less dense retail
- Local retail (boutique type)
- More successful retail

Community Diversity

- Economic diversity

- Welcoming to all sectors of the community - a place to serve those who live below the AMI

Access

- Street grids
- Transportation Friendly
- Bicycle friendly
- Improved access in + out*
- Effective vehicle access/exit control
- Traffic/road reconfiguration before new housing
- No cut-thru or blocking ingress/egress from community

Walkability

- Pedestrian friendly***
- Incorporate pedestrians, bicyclists & automobiles together
- Spiritually welcoming
- Elevated pedestrian access/cross over
- Improved walk/bike connections
- Walkable from the neighborhoods
- Improved connections across Rt. 7

Design

- Green architecture + buildings environmentally friendly
- Improved streetscape along Rt. 7
- Design draw to location
- Less obvious density
- Visual axis
- Effective attractive transition to neighborhood
- Repurpose sears tower
- Less dense lining units
- Upscale presence
- Adequate parking for services (retail)
- Adding in some higher end residential
- High quality architecture

Seven Corners Opportunity Area C
Vision Workshop – November 19, 2014

- Aspirational design
- Architectural attractiveness
- Repurpose sears building into new building facades
- Visually pleasing

Storm Water

- Green roofs
- Local plants
- Storm water BMPs

Gathering Places

- European courtyards
- Public areas
- Open space
- Civic center for arts/theater events
- Gathering places/civic plaza or pocket parks
- Need playgrounds and child friendly areas
- Community gathering places

Green

- Green space and trees*****
- Green space adjoining neighborhoods and school

Opportunity Area C: Uses Exercise

Team 1

- Community space
- Open space
- Performance space
- Attracting millennials
- 45% residential
- If buildings are constructed higher, could provide more opportunity for open space*
- Office space needed including medical and professional office space
- A place that does not conflict with the town center
- Experiential neighborhood

- Celebrate ethnic diversity
- Repurpose Sears circular tower
- Terracing
- Views from residential are important

Questions:

- Is land value too high for single family detached?
- Transition to existing neighborhoods with single family detached housing?

Team 2

- 70% mixed residential
- Different style townhomes
- Lower heights in rear and higher along Leesburg Pike
- 10% green (along back of site)
- Specialized office and service retail
- 55+ residences

Team 3

- Roanoke green space entertainment example
- Sufficient parking can be reached with shared parking
- Mix of amenities most important
- Destination space
- No surface parking lot, structured parking
- Theater band shell etc. entertainment
- No big box, higher-end street serving retail
- Need community serving office
- Green space /more than 10% or ground but also on top of garage; civic uses to meet.
- Have heard from community that a mix of uses is important
- Need residential as a component
- Uses that create an active streetscape. Example-role of a theater in creating a destination (Ex. Shirlington, Fairfax Corner)
- Structured parking – not surface
- Entertainment uses, band shell

Opportunity Area C: Exercise 2 – Site Design and Form

Commonalities between all three teams

Street Grid/Transportation

- Changes to Juniper Lane to reduce cut-through traffic and preserve existing neighborhood's streets. Options proposed include:
 - Dead-end the street at edge of the site
 - One-way the street through site (exit only)
 - Realign the street to connect to Patrick Henry at point west of current intersection
 - Realign the street to create a straight connection between Juniper and Patrick at Leesburg Pike (eliminate need for service drive)
 - Traffic calming Narrow the street using bulb-outs, landscaping, and other traffic calming measures to create a visual and functional deterrence to cutting through
- Multi-modal connections – make site walkable, bikeable, easily accessible for vehicles, and transit-friendly
- Internal street paralleling Leesburg Pike
- Spine Road extension @ Leesburg Pike intersection connecting to the Seven Corners Shopping Center site

Open Space

- One or more civic spaces as organizing features for the site's design
- Desire for a variety of types of activities
- High-quality design of all open spaces

Uses

- *Economic viability should be considered. Important to strike a balance between wants and costs – consider trade-offs to get redevelopment desired*
- Community focal point to draw the surrounding neighborhoods to the site – could be with retail, entertainment use, community use, or plaza/common green
- Need for housing on the site to make retail viable
- Senior housing
- Medical office
- Neighborhood-serving retail (not big-box)
- Mix of building types

Transitions

- Transition of density from Leesburg Pike down to the existing neighborhoods
- Concentration of density fronting Leesburg Pike
- Vegetated buffer (size/type vary)

Individual Team Ideas

Team 1

- Architectural reference to the Sears tower
- Two large green spaces at either end of the site (multi-purpose green and multi-seasonal park)
- “Panhandle of the site” (small number of townhomes with a large community park fronting Juniper Lane)
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Team 2

- Created a gateway feature at Juniper Lane
- Linear park along internal street with a focal point at either end
- “Panhandle of the site” (townhome surrounding a common green)
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Team 3

- Has an expansive ‘Common Green’ connecting from Leesburg Pike through the site to the existing neighborhood.
- Preserved an element of the Sears tower itself
- “Panhandle of the site” (Higher density senior housing considered along Juniper Lane)
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Use Ranges

Team	Residential	Retail	Office	Open Space/ Civic Park	Entertainment/ Community Space
1	45%	20%	20%	10%	5%
2	70%	10%	10%	10%	--
3	50-60%	15%	10%	5-10%	5-10%